

## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application.

Claims 1-56 (Cancelled)

57. (New) A method comprising:

transmitting digital television data to each of a plurality of reception systems by one or more selected from broadcasting and narrowcasting;

receiving feedback from each of the plurality of reception systems, each feedback indicating digital television data that is missing for one of the reception systems;

determining a subset of digital television data that is indicated to be missing for the plurality of reception systems to be re-transmitted; and

transmitting the subset.

58. (New) The method of claim 57, wherein said transmitting the digital television data comprises transmitting at least a portion of a movie.

59. (New) The method of claim 57, wherein said determining the subset comprises using an algorithm.

60. (New) The method of claim 59, wherein the algorithm determines the subset based on how frequently digital television data is reported to be missing from the plurality of reception systems.

61. (New) The method of claim 59, wherein the algorithm determines the subset based on weighting.

62. (New) The method of claim 59, wherein the algorithm determines the subset based on how strongly quality is affected by digital television data that is missing.
63. (New) The method of claim 59, wherein the algorithm determines the subset based on a run length of sequential digital television data portions that are missing.
64. (New) The method of claim 59, wherein the algorithm determines the subset based on a guaranteed level of quality.
65. (New) The method of claim 59, wherein the algorithm determines the subset based on user preferences indicated in the feedback.
66. (New) The method of claim 57, wherein said transmitting the subset comprises transmitting the subset over a lower bandwidth channel than the digital television data is transmitted over.
67. (New) The method of claim 57, further comprising scheduling a retransmission of the subset.
68. (New) A method comprising:  
  
receiving digital television data;  
  
determining that content is missing from the received digital television data;  
  
accessing a user preference; and  
  
transmitting feedback indicating the missing content and indicating the user preference.
69. (New) The method of claim 68, wherein the user preference indicates a priority for retransmission of the missing content.

70. (New) The method of claim 68, wherein the user preference prioritizes re-transmission of the missing content based on content type.
71. (New) The method of claim 68, wherein said receiving the digital television data comprises receiving at least a portion of a movie.
72. (New) The method of claim 68, wherein said transmitting the feedback comprises transmitting the feedback over a lower bandwidth channel than the digital television data is received over.
73. (New) The method of claim 68, further comprising:
- receiving a scheduled retransmission time; and
- receiving at least a portion of the missing content at the retransmission time.
74. (New) The method of claim 68, further comprising receiving at least a portion of the missing content over a constantly running low bandwidth channel.
75. (New) A machine-readable medium having stored thereon data representing sequences of instructions that when executed cause a machine to perform operations comprising:
- determining a subset of digital television data that is indicated to be missing for one or more of a plurality of reception systems to be re-transmitted to each of the plurality of reception systems by one or more selected from broadcasting and narrowcasting.
76. (New) The machine-readable medium of claim 75, wherein the instructions to determine the subset comprise instructions to determine the subset using an algorithm.
77. (New) The machine-readable medium of claim 76, wherein the instructions to determine the subset using the algorithm comprise instructions to determine the subset based on

how frequently digital television data is reported to be missing from the plurality of reception systems.

78. (New) The machine-readable medium of claim 76, wherein the instructions to determine the subset using the algorithm comprise instructions to determine the subset based on how strongly quality is affected by digital television data that is missing.